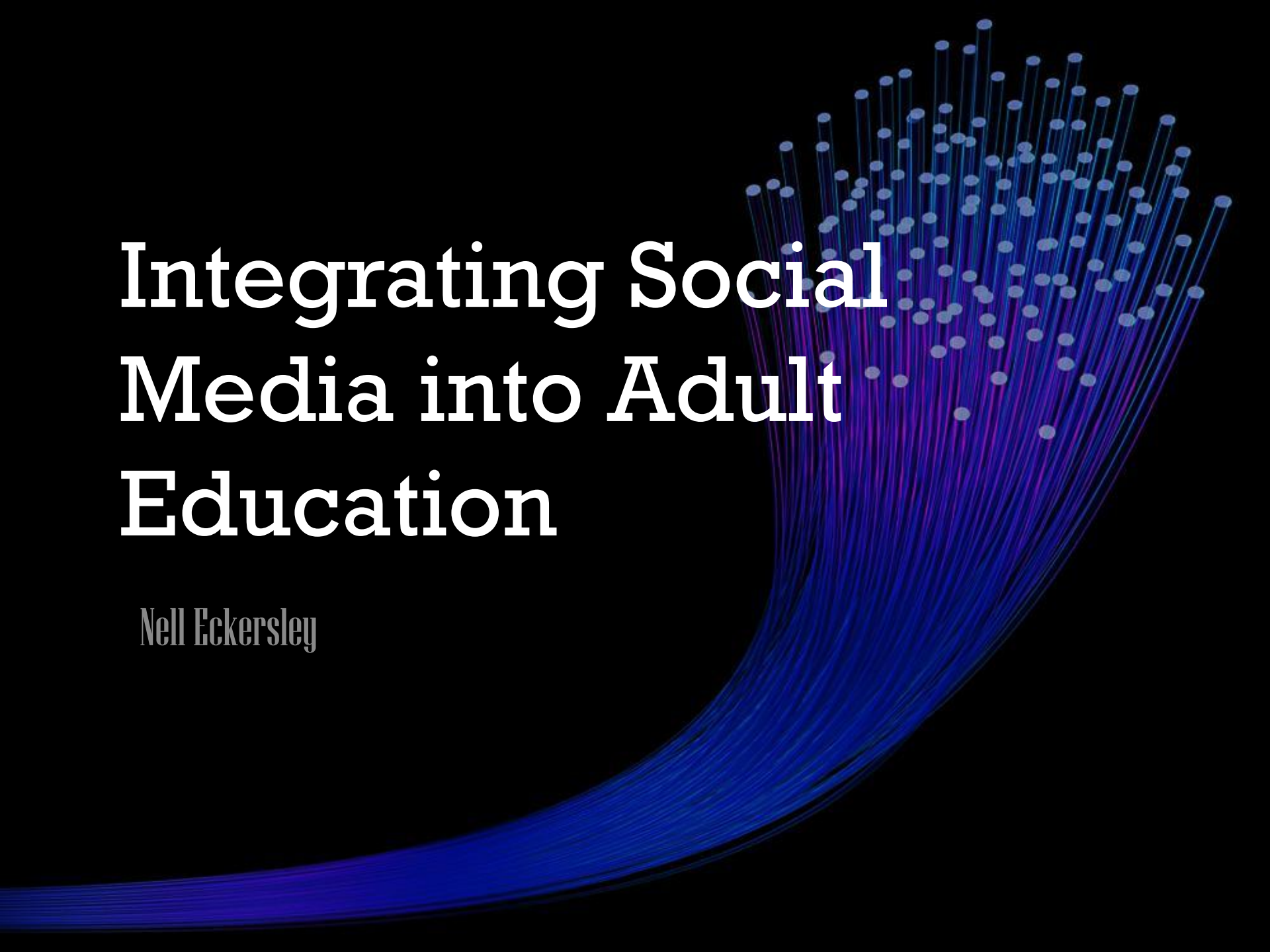


Integrating Social Media into Adult Education


Nell Eckersley




Introductions

- Nell Eckersley
 - *Literacy Assistance Center, NYC*
 - *Subject Matter Expert, LINCS Community Technology & Learning Group*

LINCS Community



Literacy Information and Communication System



Welcome back,
[Nell Eckersley](#) | [logout](#)

[Community](#) [Groups](#) [Events](#) [My LINCS](#) [About](#)


[Search](#)

Welcome!

Welcome to the LINCS Community, an interactive online social learning space for adult educators. Get involved by joining groups of interest to participate in conversations; find the information you need in the community's high-quality resources; and become inspired by the knowledge you gain from fellow members and professional development activities.

Featured Groups

Get involved in the conversation! Click on a topic of interest below to join the group or learn more about it.




[Health Literacy](#)


For adult education and literacy practitioners, healthcare providers, educators, researchers, policymakers, and others to discuss health literacy

[Join](#)

Recent Announcements



[Adult College Completion Tool Kit](#)
new
Posted: Sep 21 2012 - 9:21am
by JoM



[Orientation to the LINCS Community LIVE Event Coming in October!](#)
new
Posted: Sep 13 2012 - 4:00pm
by Michelle Carson

[View all Announcements](#)

Resource Collection

See below for recently added resources:

[Federal Student Aid for Adult Students](#)
Filed under: [Financial Literacy](#)

Agenda

- Why use Social Media?
- How to integrate Social into your teaching and learning
- Wiggio
- Blogs
- Twitter
- Facebook

Using Social Media in Context

How do you include technology in your practice?

- Find a tool and figure out how to use it with your students/staff
- Think about what you already do with your students/staff and then how technology could deepen or expand on the lesson (POST)
- Create a Personal Learning Network (PLN) for yourself and staff to keep informed about what's new

POST Method

- **P** is People. Know the capabilities of your audience. Know what scaffolding they'll need.

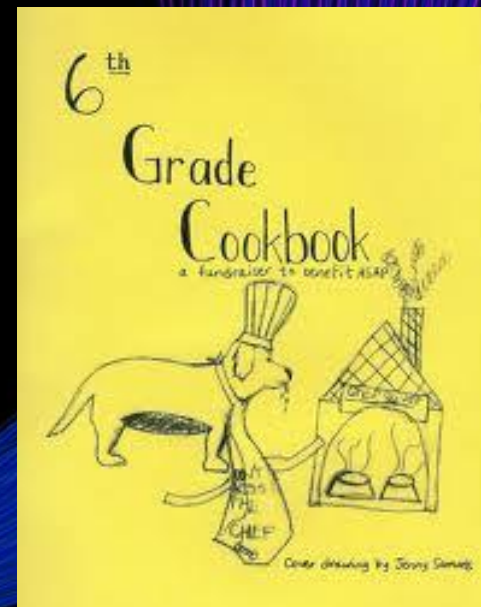


Our “People”

- Students
- Staff
- Self

POST Method

- **O** is objectives. Pick one. Decide on your objective *before* you decide on a technology. Then figure out how you will measure it.



Instructional “Objectives”

- Presenting Information
- Enhancing communication between student and teacher
- Enhancing communication between students in collaborative or cooperative learning groups
- Supporting student creation and/or student use of technology for learning
- Using productivity tools for classroom management

POST Method

- **S** is Strategy. Figure out what will be different after you're done. Imagine you succeed. How will things be different afterwards? Imagine the endpoint and you'll know where to begin.

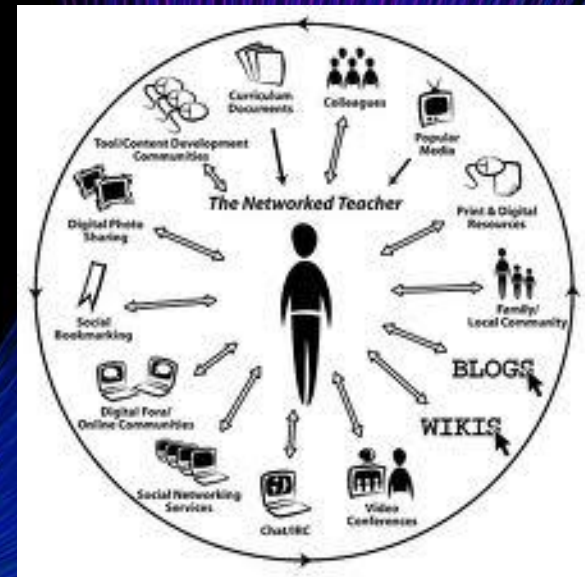


“S”trategies’ for Implementing Emerging Technologies

- Collaborative Writing
- Multimodal Communication
- Online Networking
- Mobile Learning
- Productivity

POST Method

- **T** is Technology. A community. A wiki. A blog or a hundred blogs. Once you know your people, objectives, and strategy, then you can decide with confidence.



Examples of “Technology”

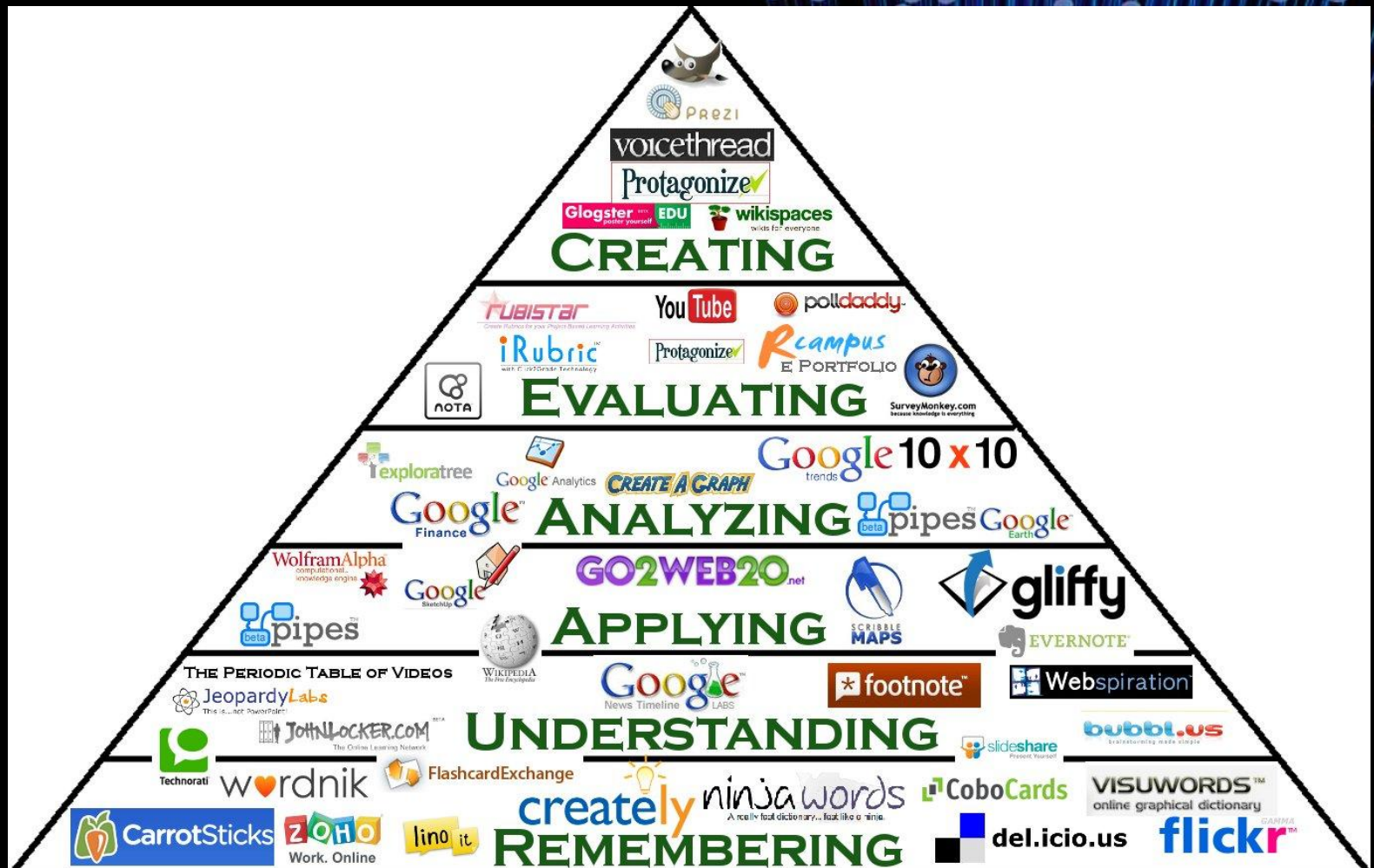
- Blogs
- YouTube
- Wiggio
- GoogleVoice
- Delicious

Integrating Social Media into Adult Ed

Blooms Taxonomy

- Creating
- Evaluating
- Analyzing
- Applying
- Understanding
- Remembering

Blooms Digital Taxonomy Pyramid



5 Moments of Learning

- Dr. Conrad Gottfredson's Five Moments of Learning Needs:
 - When Learning for the First Time
 - When Wanting to Learn More
 - *When Trying to Remember*
 - *When Things Change*
 - *When Something Goes Wrong*

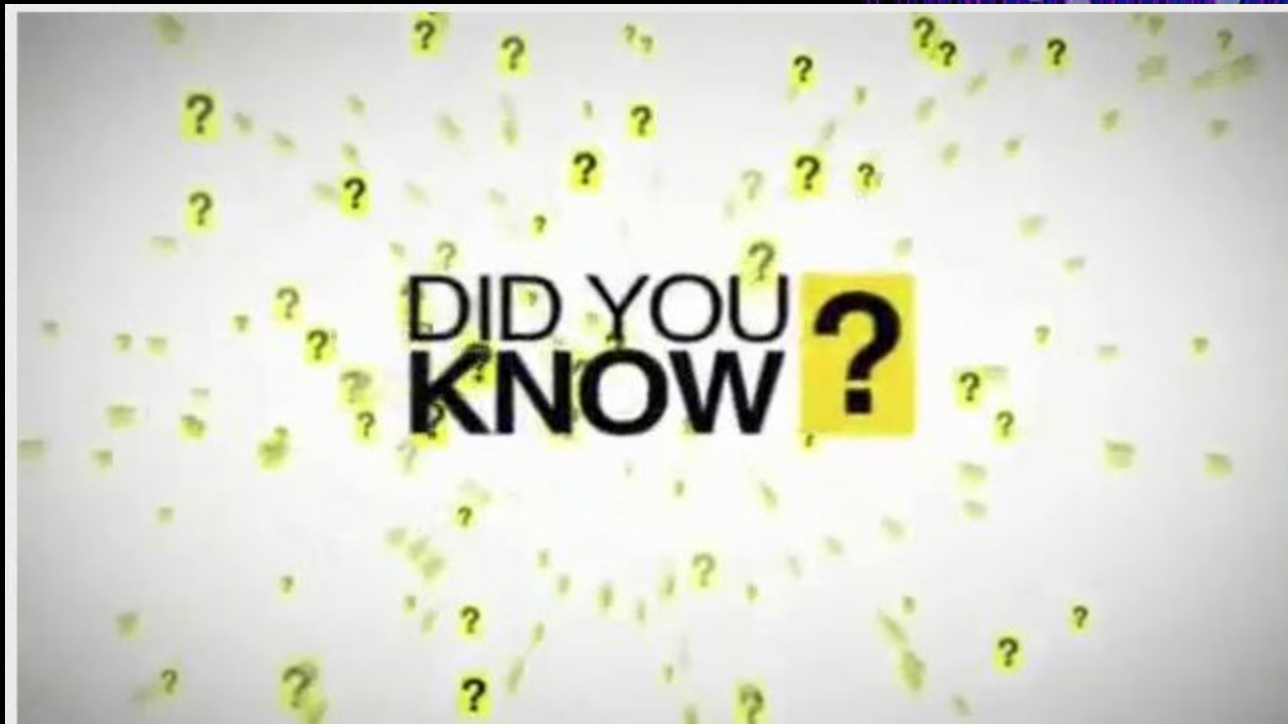
<http://www.upsidelearning.com/blog/index.php/2010/03/17/the-practice-of-mobile-learning/>

Why Include Social Media?

- 21st Century Employment Skills
- Decrease the digital divide
- It's Free!
- More young people entering adult education classes
- Support the diverse needs of adult learners including family digital literacy

Why Social Media?

<http://www.youtube.com/watch?v=hyZRS0BnpAI&feature=youtu.be>



What Do You Know?



Wiggio

What is Wiggio?

- Our very own social network

The screenshot displays the Wiggio web application interface. At the top, a navigation bar includes the 'wiggio' logo and links for Alerts, What's new?, Create a Group, Join a Group, Share Wiggio, and Logout. The main header for the 'Vermont Technology Integration' group shows a group photo, the group name, details link, email address (vermonttechnologyintegration@wiggiomail.com), mailing list preference (Email), and options to Manage Group or Add Members. A user profile for Nell Eckersley is also visible. Below the header, tabs for Feed, Folder, and Calendar are present. The left sidebar lists groups, with 'Vermont Technology Integration' selected. The main content area shows a 'Start a conversation' prompt with an 'Attach' button. Below this, a search bar and a list of group activities are shown. The first activity is 'Nell Eckersley added a file (Today 5:52p)' with a file named 'Digital_Literacy_21512.pptx' and options to download, view, share, or show in folder. The second activity is 'Nell Eckersley added a link (Today 5:52p)' with the link 'Digital Citizenship: Using Technology Appropriately'. On the right, there are sections for 'Add' (Files from computer, Links from the web), 'Schedule' (Event, Conference Call, Virtual Meeting, Chatroom), and 'Create' (Document, Spreadsheet, Poll/Survey).

Why Use Wiggio?

- Private online platform
- Easy to set up
- Can share files, comments, event info, create and share polls....
- Accessible at school and at home
- Subgroups possible

How to Join Our Wiggio

- Go to <http://www.wiggio.com>
- Sign up or sign in
- Group Name: SoMe Tools in Adult Ed
Password: discovery
- <http://bit.ly/SoMeWiggio>

Technology Integration Action Plan

Technology Integration Action Plan

Where Am I Now?	Where Do I Want To Be?

Choose an area (either most challenging or greatest strength) to work on.

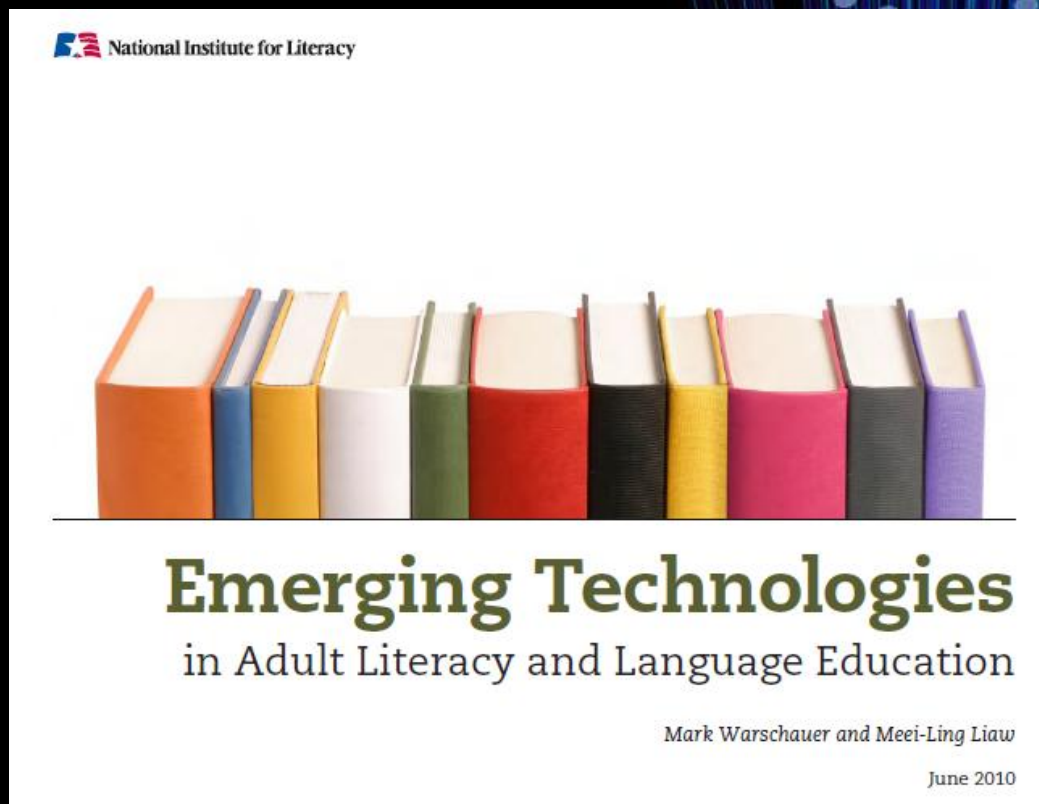
People Who needs to be involved?	Objectives What instructional purpose will be enhanced?	Strategy Which emerging technology area is the focus?	Technology What tool will be used?	Formative Evaluation What data-for-decision making will be used to measure success?	Results What will I have to show in my ePortfolio or report?	Timeline What are my due dates for milestones?



Discussion on Integration Process	Reflections on Results

LINCS Professional Development
Workforce Collection Technology Strand 2010

Look for this reading on our Wiggio



http://lincs.ed.gov/publications/pdf/technology_paper_2010.pdf

Blogs



What is a Blog?

- Coming from term “Weblog”
- Originally a tool for online journaling
- Now a robust tool to create websites
- Various blogging tools
- Consider
 - Skills and roles of participants
 - Type of content want to create
 - Level of access to hardware and internet

Why Use Blogs?

- Collection of single posts containing text, photos, videos, and links. Most often in reverse chronological order.
- General public or specific audience (by invitation or accepted upon request)
- Various levels of users from reader to admin
- Self-reflection, chronological updates

Blog platforms

- Tumblr
- Wordpress
- Blogger
- Posterous

Using Blogs with Students

- <http://galwayvoice.wordpress.com/2012/05/30/letters-to-america-2/>
- <http://level6esl.blogspot.com/>

tumblr

- <https://www.tumblr.com/login>

A screenshot of the Tumblr login page. The background is a solid blue-grey color. In the top right corner, there is a decorative graphic of many thin, blue lines radiating upwards from a point, each ending in a small blue dot. The word "tumblr." is centered in a large, white, lowercase, sans-serif font with a slight drop shadow. Below the logo, there are two white input fields with rounded corners. The first field is labeled "Email address" in a light grey font. The second field is labeled "Password" in a light grey font. To the right of these fields is a green button with rounded corners, containing the text "Log in" in white and a white right-pointing triangle icon. Below the input fields and the button, the text "Forgot your password?" is centered in a small, light grey font.

tumblr.

Email address

Password

Log in



Forgot your password?

Create Your Account



The image shows a simulated Tumblr account creation interface. On the left, three mobile devices (an iPhone and two Android phones) display the Tumblr app's home screen. The central part of the interface features the word "tumblr." in a large, white, lowercase, sans-serif font. To the right of the logo are four input fields: the first contains the email "nelightful@yahoo.co", the second contains ten dots representing a password, the third contains the username "nelightful" followed by "tumblr.com", and the fourth is a green button with the text "Start posting!" and a right-pointing arrow.

tumblr.

nelightful@yahoo.co

••••••••••

nelightful|tumblr.com

Start posting! ▶

Captcha



which ampilite

which ampilite

stop spam.
read books.

I'm human!

Verify Your Email Address

One quick thing:

We need you to verify your email address by
clicking the link we sent.

Send it again

Check Your Email

Tumblr verification email

FROM: Tumblr +

TO: nelightful@yahoo.com

Welcome to Tumblr! Please verify your email by clicking on the following link:

<http://www.tumblr.com/verify/pbx8j6m>

Love,
TumblrBot

This message was intended for nelightful@yahoo.com.

To change your email settings, use <http://www.tumblr.com/preferences>.

Tumblr's offices are located at 35 East 21st Street, 9th Floor. New York, NY. 10010.

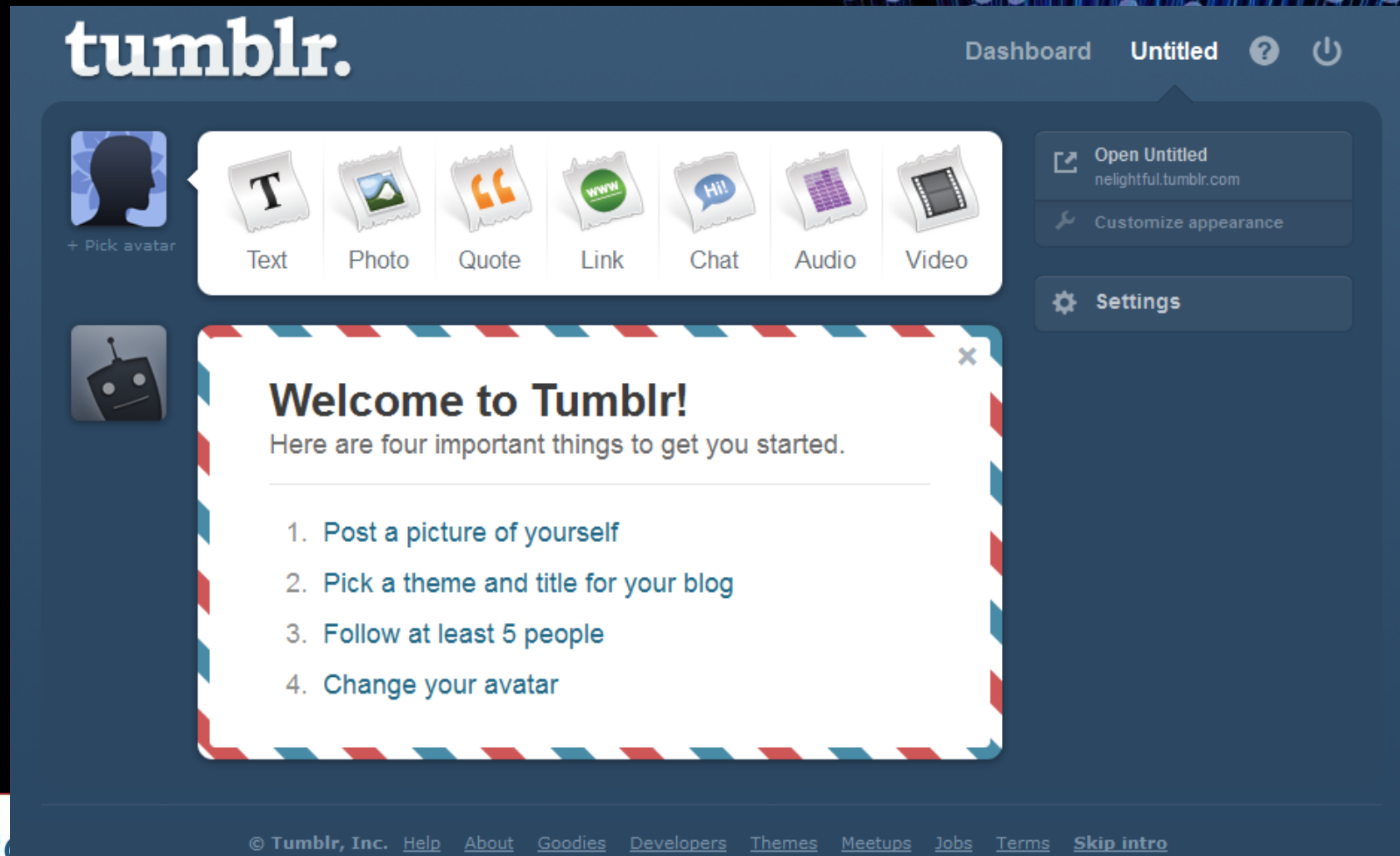
You're Great.

Thank you!

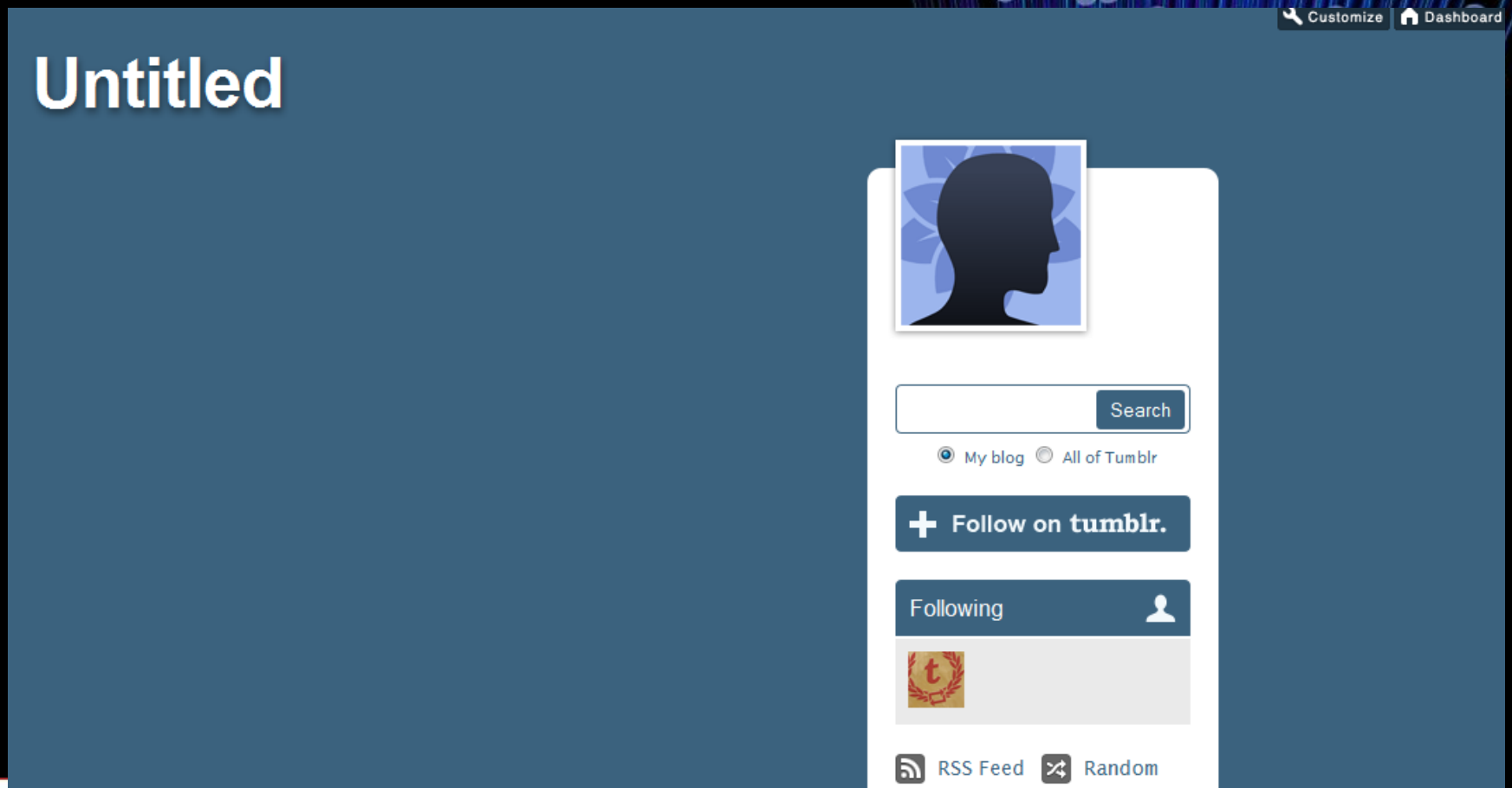
You're great.

[Go to Tumblr](#)

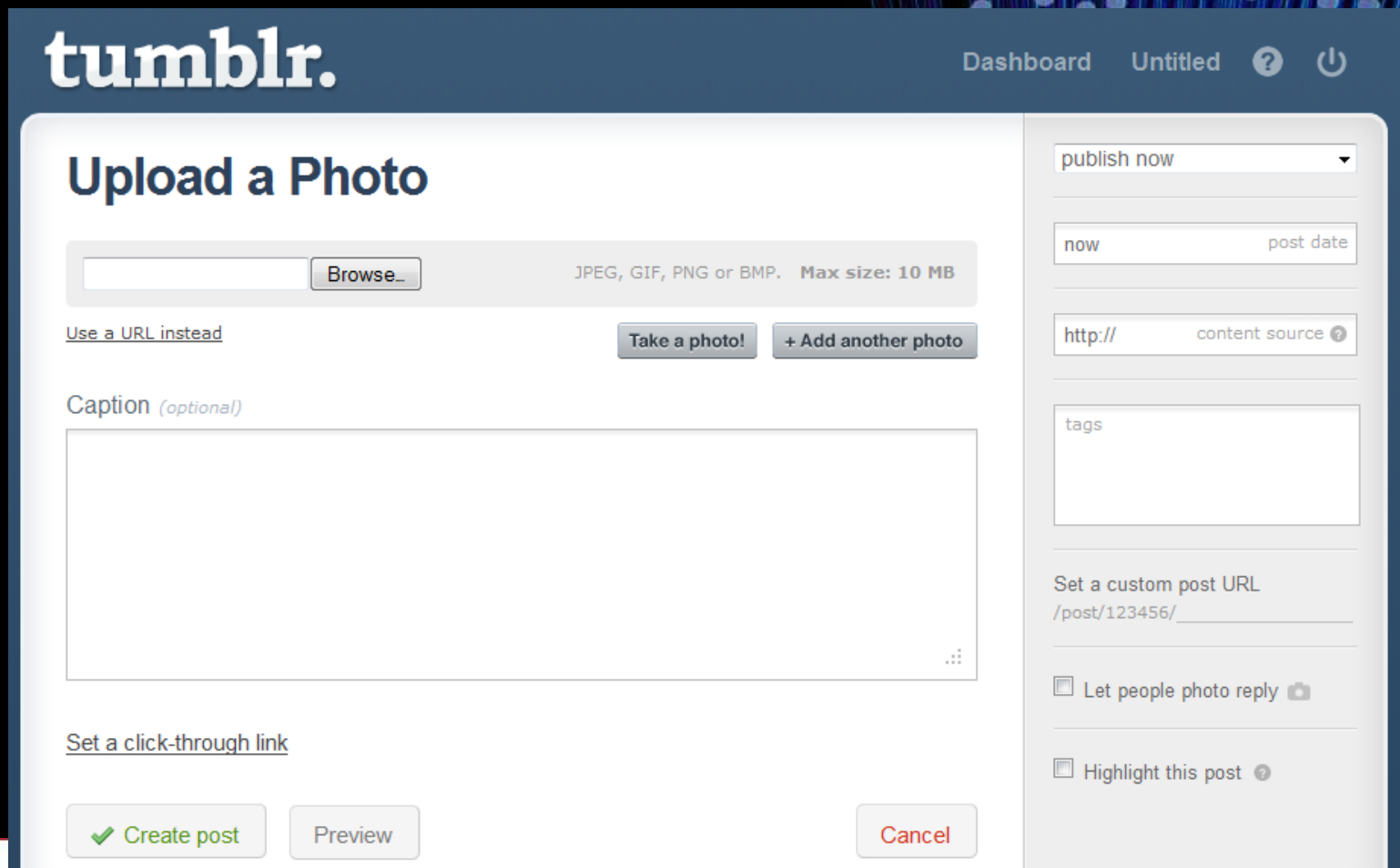
Dashboard

A screenshot of the Tumblr dashboard interface. The top navigation bar includes the 'tumblr.' logo, a 'Dashboard' link, and a dropdown menu for the current blog 'Untitled', which contains links for 'Open Untitled' (nelightful.tumblr.com), 'Customize appearance', and 'Settings'. On the left sidebar, there is an avatar placeholder with the text '+ Pick avatar' and a robot icon. The main content area features a row of seven post creation buttons: 'Text' (with a large 'T'), 'Photo' (with a landscape image), 'Quote' (with two orange speech bubbles), 'Link' (with a green 'www' icon), 'Chat' (with a blue speech bubble saying 'Hi!'), 'Audio' (with a purple waveform), and 'Video' (with a film strip icon). Below these buttons is a large, white, envelope-shaped welcome message box with a red and blue striped border. The message reads 'Welcome to Tumblr!' and 'Here are four important things to get you started.', followed by a numbered list: 1. Post a picture of yourself, 2. Pick a theme and title for your blog, 3. Follow at least 5 people, and 4. Change your avatar. The footer contains copyright information for Tumblr, Inc., and a series of links: Help, About, Goodies, Developers, Themes, Meetups, Jobs, Terms, and a 'Skip intro' link.

Untitled




Upload a Photo

The image shows the Tumblr 'Upload a Photo' interface. At the top, the Tumblr logo is on the left, and navigation links for 'Dashboard', 'Untitled', a help icon, and a power icon are on the right. The main heading 'Upload a Photo' is prominent. Below it, there's a file selection area with a text input, a 'Browse...' button, and text indicating supported formats (JPEG, GIF, PNG or BMP) and a maximum size of 10 MB. To the right of this are 'Take a photo!' and '+ Add another photo' buttons. A link 'Use a URL instead' is also present. Below the file selection is a 'Caption (optional)' label and a large text area. At the bottom left, there's a 'Set a click-through link' label. On the right side of the interface, there's a 'publish now' dropdown menu, a 'now' date selector with a 'post date' label, a 'http://' content source selector, a 'tags' input field, a 'Set a custom post URL' section with a pre-filled path '/post/123456/', and two checkboxes: 'Let people photo reply' and 'Highlight this post'. At the bottom, there are three buttons: 'Create post' (with a green checkmark), 'Preview', and 'Cancel'.

Pick a Theme & Title

Themes Save Close

Untitled



Redux
by jacob

Edit HTML

Title

Untitled

Description

APPEARANCE

Background

Title

Arial

Untitled

“It does not matter how slow you go so long as you do not stop.

— Wisdom of Confucius

Posted 5 years ago

Tagged: wisdom.



Follow 5 People

tumblr.

Dashboard Untitled ? ⚙️ 🔌

Spotlight People you know Following 1 person

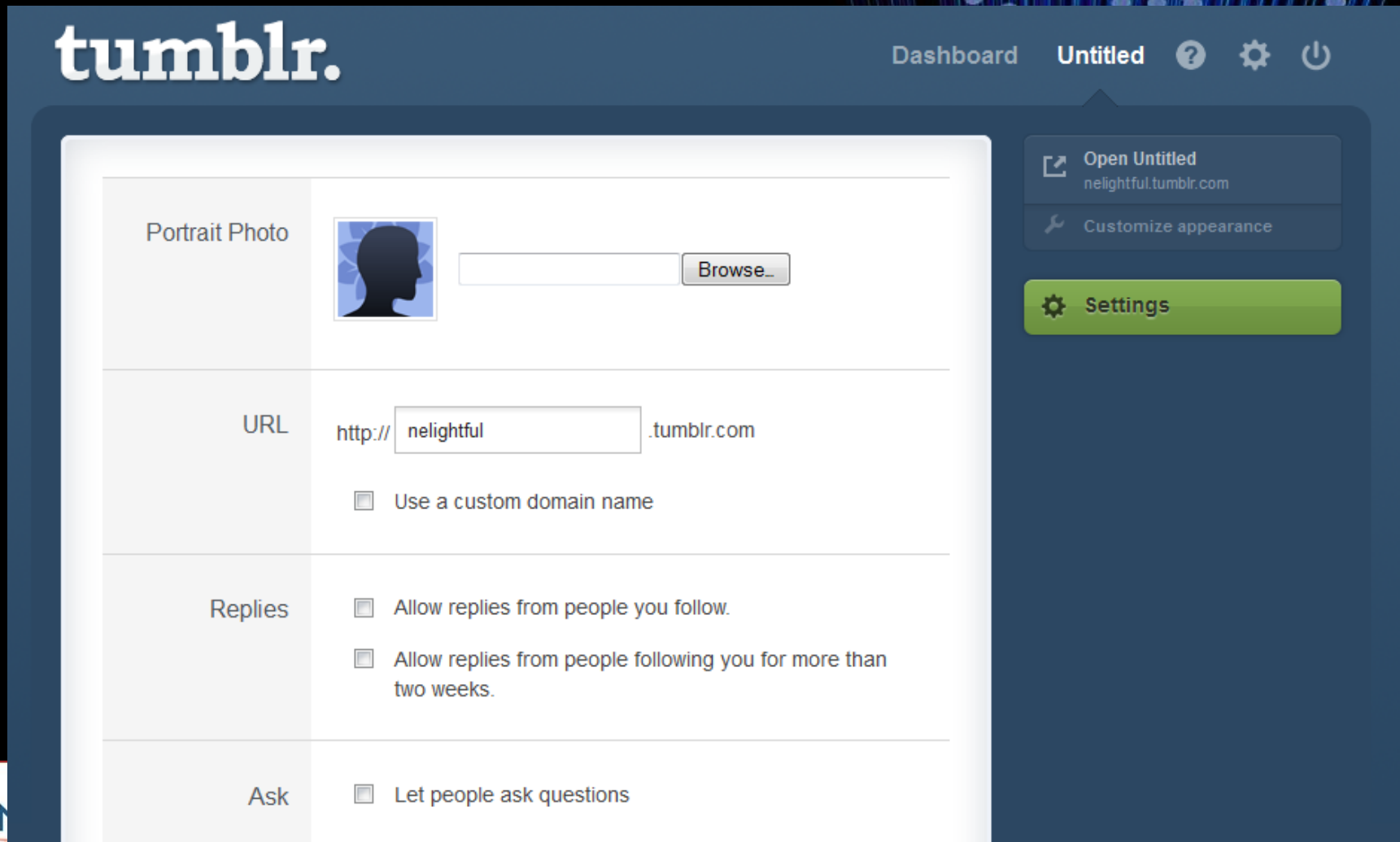
Casey Donahue
I write and direct movies. Some of them short, some of them long, all of them definitely time based with a start and end point.
📍 New York, NY

NEW YORK FILM ACADEMY
School of Film & Acting
New York Film Academy
Industry news and commentary from the most hands-on film/acting school in the world. Want to know how to cast your film, Ryan Gosling's latest project, and more?


vimeo
Follow
Vimeo
A respectful community of creative people who are passionate about sharing the videos they make.
📍 New York

Architecture
Art
Artists
Beauty
Book Deals
Books
Business
Charities & Non-Profits
Comics
Culture
Curators
Cute
Design
Developers
Education

Change Your Avatar



The image shows a screenshot of the Tumblr dashboard interface. The top navigation bar includes the Tumblr logo, a 'Dashboard' link, and a dropdown menu for 'Untitled' with options for help, settings, and power. The main content area is a form for editing the profile. It has four sections: 'Portrait Photo' with a profile picture and a 'Browse...' button; 'URL' with a text field containing 'nelightful' and a 'Use a custom domain name' checkbox; 'Replies' with two checkboxes for allowing replies; and 'Ask' with a checkbox for letting people ask questions. A right sidebar contains links to 'Open Untitled', 'Customize appearance', and a prominent green 'Settings' button.

tumblr.		Dashboard	Untitled	?	⚙	⏻
Portrait Photo	 <input type="text"/> <input type="button" value="Browse_"/>					
URL	<input type="text" value="http://"/> <input type="text" value="nelightful"/> <input type="text" value=".tumblr.com"/> <input type="checkbox"/> Use a custom domain name					
Replies	<input type="checkbox"/> Allow replies from people you follow. <input type="checkbox"/> Allow replies from people following you for more than two weeks.					
Ask	<input type="checkbox"/> Let people ask questions					

nelightful.tumblr.com

Help

tumblr.

Dashboard

Untitled



Help

Help Center

Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos, from your browser, phone, desktop, email, or wherever you happen to be. You can customize everything, from colors, to your theme's HTML. And we're here to help!



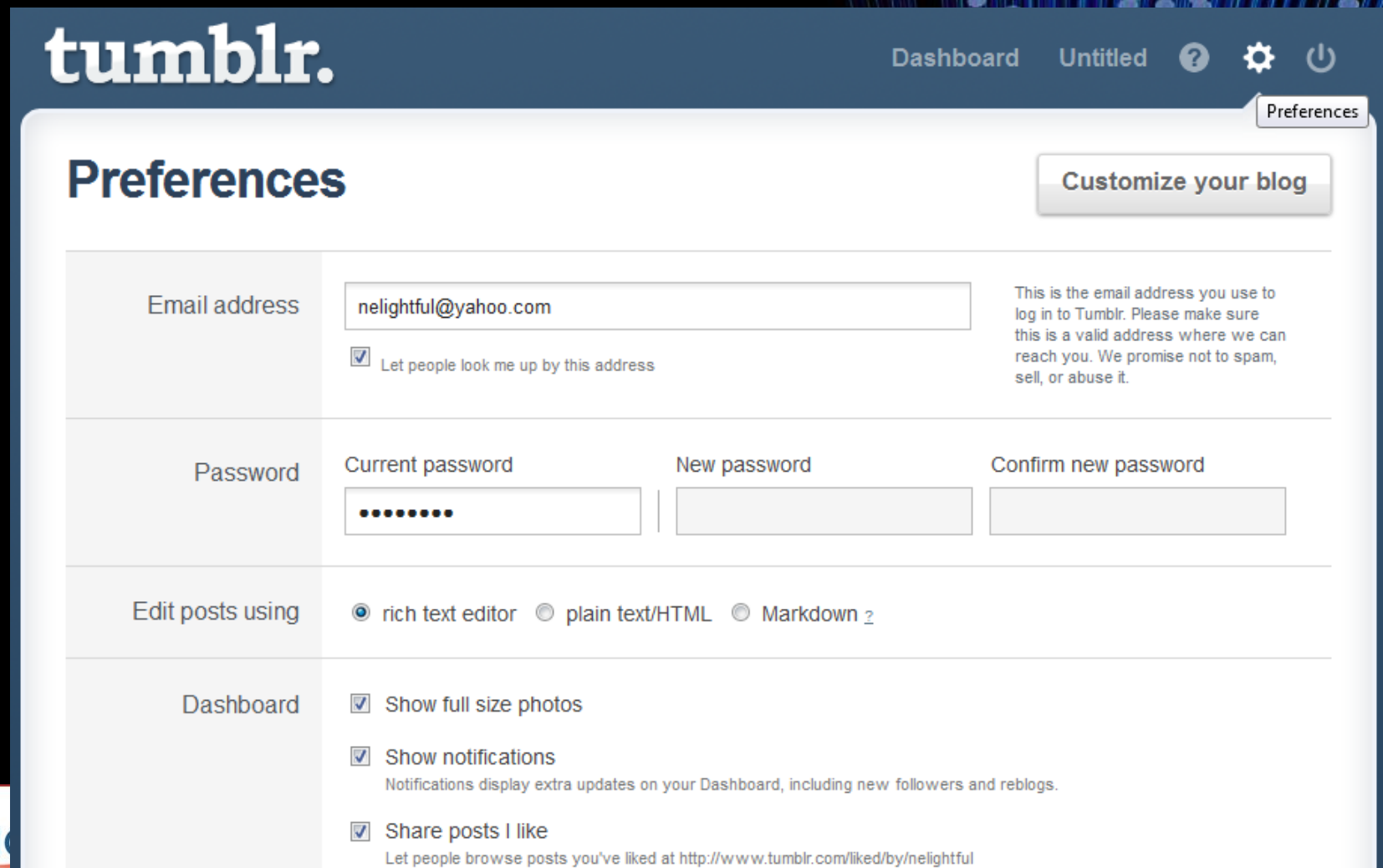
How do I add comments to my blog?

We don't support native comments on Tumblr, but many of our [featured themes](#) let you easily install [Disqus](#) comments via the [Customize](#) page.

How do I change my portrait photo?

You can associate a portrait photo with your primary and each of your secondary blogs under their settings page. From your Dashboard's top navigation bar, select the blog where you want the portrait photo changed. Then, click its Settings on the right side of the screen. Square images that are 128 x 128 pixels or larger work best.

Preferences

A screenshot of the Tumblr 'Preferences' page. The top navigation bar includes the Tumblr logo, 'Dashboard', 'Untitled', and icons for help, settings, and power. A 'Preferences' tab is highlighted. The main heading is 'Preferences' with a 'Customize your blog' button. The form is divided into sections: 'Email address' with a text field containing 'nelightful@yahoo.com' and a checkbox 'Let people look me up by this address'; 'Password' with three text fields for 'Current password', 'New password', and 'Confirm new password'; 'Edit posts using' with radio buttons for 'rich text editor' (selected), 'plain text/HTML', and 'Markdown 2'; and 'Dashboard' with three checkboxes: 'Show full size photos', 'Show notifications' (with a sub-note about updates), and 'Share posts I like' (with a sub-note about a link to liked posts).

Email address	<input type="text" value="nelightful@yahoo.com"/>			<p>This is the email address you use to log in to Tumblr. Please make sure this is a valid address where we can reach you. We promise not to spam, sell, or abuse it.</p>
	<input checked="" type="checkbox"/> Let people look me up by this address			
Password	Current password	New password	Confirm new password	
	<input type="password" value="....."/>	<input type="password"/>	<input type="password"/>	
Edit posts using	<input checked="" type="radio"/> rich text editor <input type="radio"/> plain text/HTML <input type="radio"/> Markdown 2			
Dashboard	<input checked="" type="checkbox"/> Show full size photos			
	<input checked="" type="checkbox"/> Show notifications Notifications display extra updates on your Dashboard, including new followers and reblogs.			
	<input checked="" type="checkbox"/> Share posts I like Let people browse posts you've liked at http://www.tumblr.com/liked/by/nelightful			

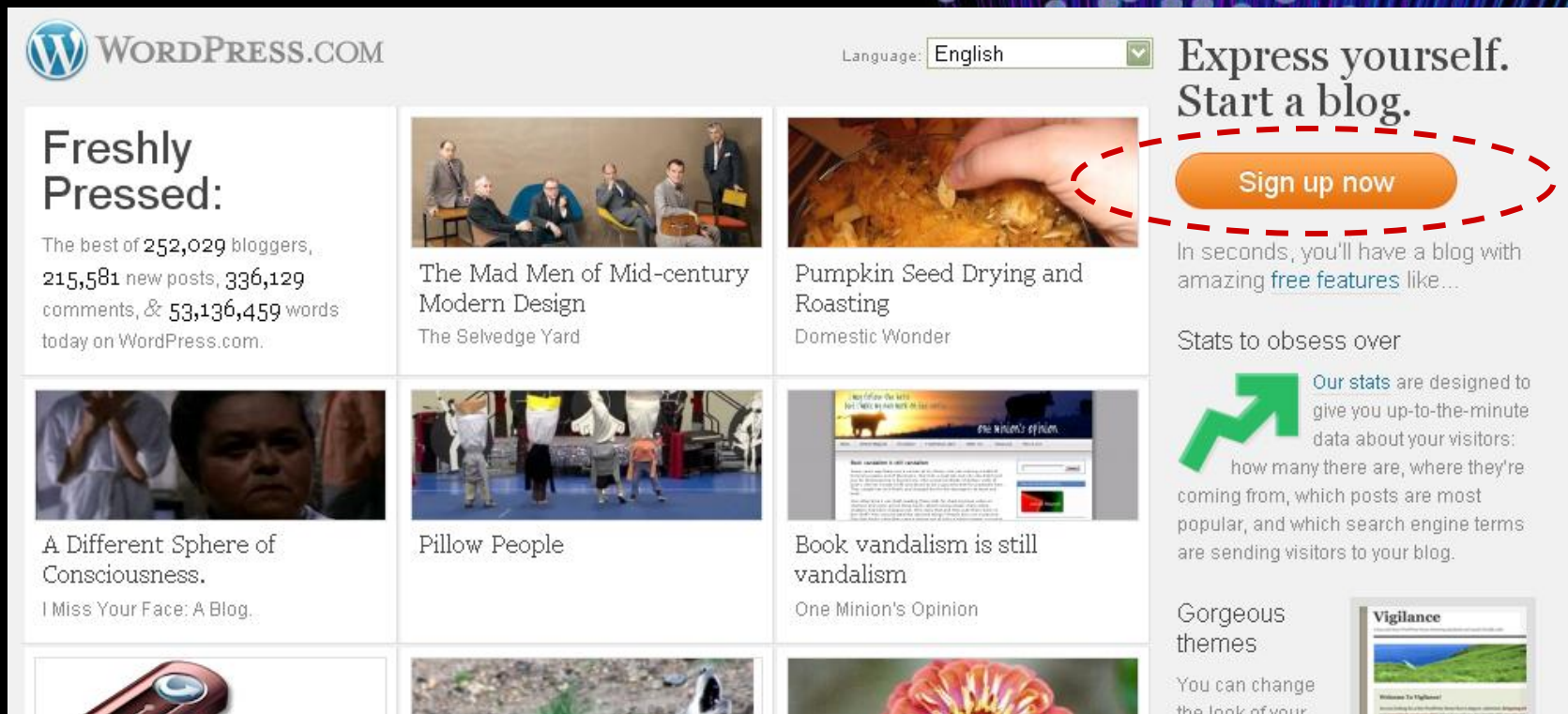
- 
- An abstract graphic on the right side of the slide, consisting of a dense cluster of blue dots at the top, with numerous thin blue lines radiating downwards and curving to the left, creating a sense of motion or a large number of connections.
- <http://nelightful.tumblr.com/>
 - <http://www.tumblr.com/blog/nelightful>

Tumblr Examples

- <http://teachersworldwide.tumblr.com/>
- <http://techedblog.tumblr.com/>
- <http://novicephoenix.tumblr.com/>

Wordpress

- <http://wordpress.com/>



The screenshot shows the WordPress.com homepage. At the top left is the WordPress logo and the text "WORDPRESS.COM". To the right, there is a language dropdown menu set to "English". The main heading on the right says "Express yourself. Start a blog." Below this is an orange "Sign up now" button, which is circled by a red dashed line. Underneath the button, it says "In seconds, you'll have a blog with amazing [free features](#) like...". Below this is a section titled "Stats to obsess over" with a green upward-pointing arrow icon. The text says "Our stats are designed to give you up-to-the-minute data about your visitors: how many there are, where they're coming from, which posts are most popular, and which search engine terms are sending visitors to your blog." At the bottom right, there is a section titled "Gorgeous themes" with a small thumbnail of a theme called "Vigilance". The main content area is a grid of featured blogs. The first row includes "Freshly Pressed:" with statistics (252,029 bloggers, 215,581 new posts, 336,129 comments, & 53,136,459 words), "The Mad Men of Mid-century Modern Design" by The Selvedge Yard, and "Pumpkin Seed Drying and Roasting" by Domestic Wonder. The second row includes "A Different Sphere of Consciousness.", "Pillow People", and "Book vandalism is still vandalism" by One Minion's Opinion. The third row shows a partial view of a post about a red object.

WORDPRESS.COM

Language: English

Express yourself. Start a blog.

Sign up now

In seconds, you'll have a blog with amazing [free features](#) like...

Stats to obsess over

Our stats are designed to give you up-to-the-minute data about your visitors:
how many there are, where they're coming from, which posts are most popular, and which search engine terms are sending visitors to your blog.

Gorgeous themes

You can change the look of your

Freshly Pressed:
The best of 252,029 bloggers, 215,581 new posts, 336,129 comments, & 53,136,459 words today on WordPress.com.

The Mad Men of Mid-century Modern Design
The Selvedge Yard

Pumpkin Seed Drying and Roasting
Domestic Wonder

A Different Sphere of Consciousness.
I Miss Your Face: A Blog

Pillow People

Book vandalism is still vandalism
One Minion's Opinion

Vigilance

Get Your Account

- Will need to be able to access the email address you use for this account
- You will need a “domain” name for your account. What do you want URL to be?

Do you want Firefox to remember the password for "nelle9" on wordpress.com?

Remember

Never for This Site

Not Now

Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

Username

(Must be at least 4 characters, letters and numbers only.)

Password

Confirm

Use upper and lower case characters, numbers and symbols like !"#\$%^&' in your password.

Email Address

(We send important administration notices to this address so **triple-check it**.)

Legal flotsam

☐ I have read and agree to the [fascinating terms of service](#).

☒ Gimme a blog! (Like [username.wordpress.com](#))

☐ Just a username, please.

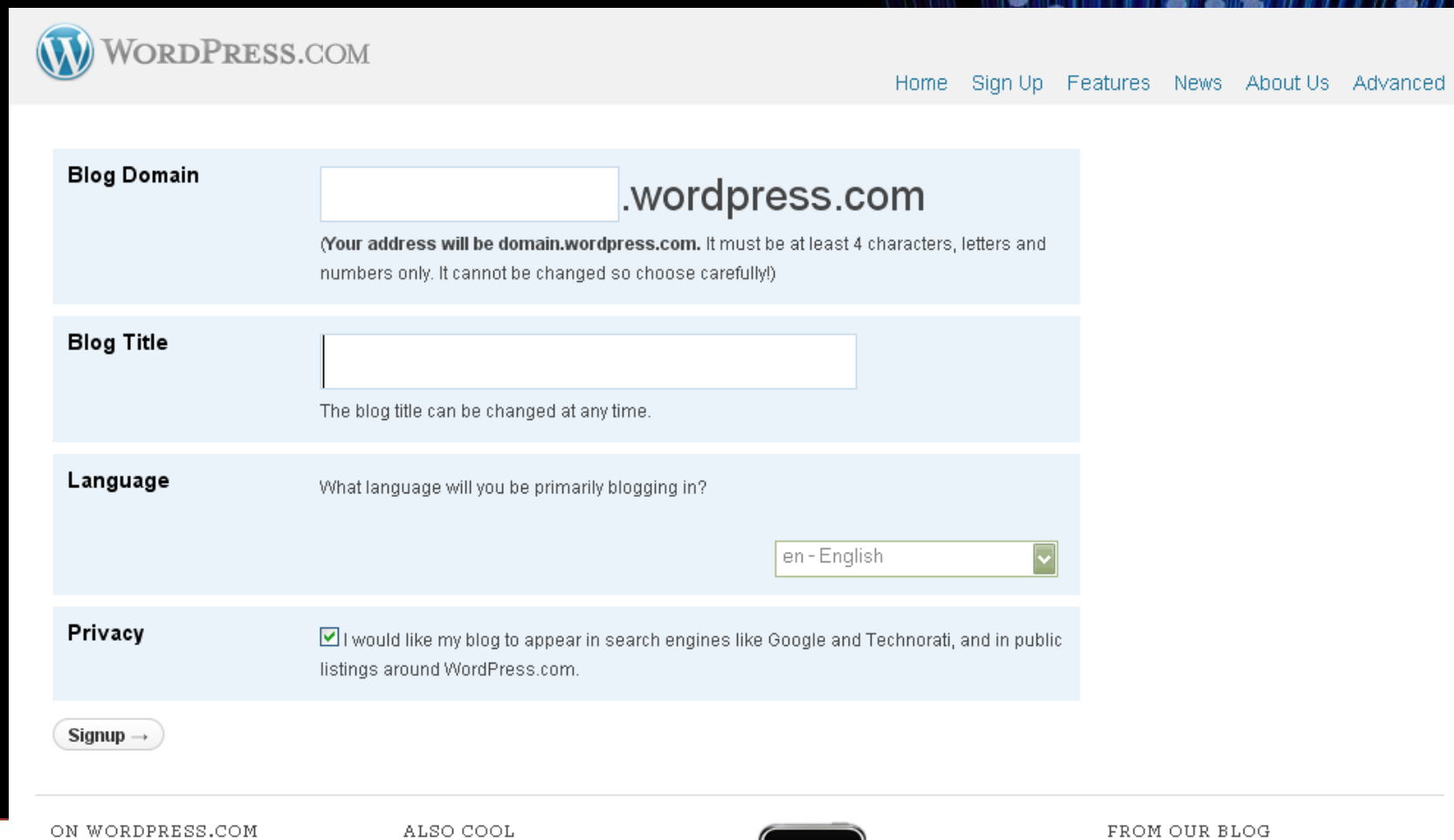
Next →

ON WORDPRESS.COM

ALSO COOL

FROM OUR BLOG

Naming your blog

A screenshot of the WordPress.com registration page. The page has a light blue header with the WordPress logo and 'WORDPRESS.COM' on the left, and navigation links 'Home', 'Sign Up', 'Features', 'News', 'About Us', and 'Advanced' on the right. The main content area is divided into four light blue sections. The first section, 'Blog Domain', has a text input field followed by '.wordpress.com' and a note: '(Your address will be domain.wordpress.com. It must be at least 4 characters, letters and numbers only. It cannot be changed so choose carefully!)'. The second section, 'Blog Title', has a text input field and the note: 'The blog title can be changed at any time.' The third section, 'Language', has the text 'What language will you be primarily blogging in?' and a dropdown menu showing 'en - English'. The fourth section, 'Privacy', has a checked checkbox and the text: 'I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.' At the bottom left is a 'Signup →' button. The footer contains three links: 'ON WORDPRESS.COM', 'ALSO COOL', and 'FROM OUR BLOG'.

Complete your registration



[Home](#) [Sign Up](#) [Features](#) [News](#) [About Us](#) [Advanced](#)

Check Your Email to Complete Registration

An email has been sent to nelle@lacnyc.org to activate your account. Check your inbox and click the link in the message. It should arrive within 30 minutes. If you do not activate your account within two days, you will have to sign up again.

Update Your Profile!

If you haven't got your activation email why not update your profile while you wait?

First Name:

Last Name:

About Yourself:

[Save Profile](#) →

Still waiting for your email? If you haven't received your activation email yet there are a number of things you can do:

Activate your account

Howdy,

Thank you for signing up with WordPress.com. You are one step away from blogging at rollerderby.wordpress.com. Please click this link to activate your blog:

<http://wordpress.com/activate/850964957ebf38bf>

--The WordPress.com Team

(If clicking the link in this message does not work, copy and paste it into the address bar of your browser.)



WORDPRESS.COM

[Home](#) [Sign Up](#) [Features](#) [News](#) [About Us](#) [Advanced](#)

Your account is now active!

Username: Password:

nelle9

Your account is now active. [View your site](#) or [Login](#)

ON WORDPRESS.COM

[24/7 Support](#)
[Forums](#)
[Free Features](#)
[Premium Features](#)
[VIP Hosting](#)
[Advanced Services](#)

ALSO COOL

[iPhone App](#)
[BlackBerry App](#)
[WordPress.org](#)
[WordPress.tv](#)
[Fan WP on Facebook](#)
[Matt](#)



Your visual guide to WordPress

FROM OUR BLOG

[Vote on the WordPress Logo Entries](#)
[VideoPress supports Ogg](#)
[The Hero Is In Your Pocket](#)
[Display Your Photos In Style](#)
[Publicize: Twitter](#)
[Read more...](#)

AN AUTOMATTIC OPUS

[About Us](#) • [Terms of Service](#) • [Privacy](#)

LINCS

Literacy Information and Communication System

#AdultEd

Log in to your new account



The image shows a screenshot of the WordPress.com login interface. At the top is the WordPress logo (a blue 'W' in a circle) followed by the text 'WORDPRESS.COM'. Below this is a login form with two input fields: 'Username' and 'Password'. The 'Username' field contains the text 'nelle9'. The 'Password' field is masked with seven black dots. Below the password field is a checkbox labeled 'Remember Me' which is checked. To the right of the checkbox is a blue button with the text 'Log In'. At the bottom of the form, there are two links: 'Get a free WordPress account' and 'Lost your password?'. The background of the slide features a dark blue area with a pattern of glowing blue dots and lines, resembling a fiber optic cable or a network diagram.

WordPress.COM

Username

nelle9


Password


☒ Remember Me

Log In

[Get a free WordPress account](#) | [Lost your password?](#)

Dashboard

 **Roller Derby** [Visit Site](#) [New Post](#) [Howdy, nelle9 | Turbo](#) [Screen Options](#)

 **Dashboard**

[Dashboard](#)

[Blog Stats](#)

[Blog Surfer](#)


[My Comments](#)


[Readomattic](#)


[Tag Surfer](#)


[Subscriptions](#)


[My Blogs](#)


 [Upgrades](#)


 [Posts](#)


 [Media](#)


 [Links](#)


 [Pages](#)


 [Comments](#)

 [Ratings](#)

 [Polls](#)

 [Appearance](#)

 [Users](#)

 [Tools](#)

Dashboard

WordPress tip: [Update your about page](#) so your readers can learn a bit about you.

Right Now


At a Glance

1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme **Kubrick** with **0 Widgets** [Change Theme](#)

Akismet blocks spam from getting to your blog, but there's nothing in your [spam queue](#) at the moment.






Recent Comments

 From [Mr WordPress](#) on [Hello world! #](#)
Hi, this is a comment.To delete a comment, just log in, and view the posts' comments, there you will have ... [View all](#)

Incoming Links

QuickPress

Title

Upload/Insert     

Content

Taos

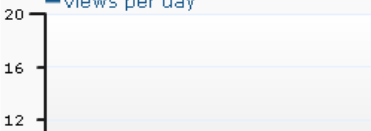
[Save Draft](#) [Reset](#) [Publish](#)

Recent Drafts

There are no drafts at the moment

Stats

Views per day



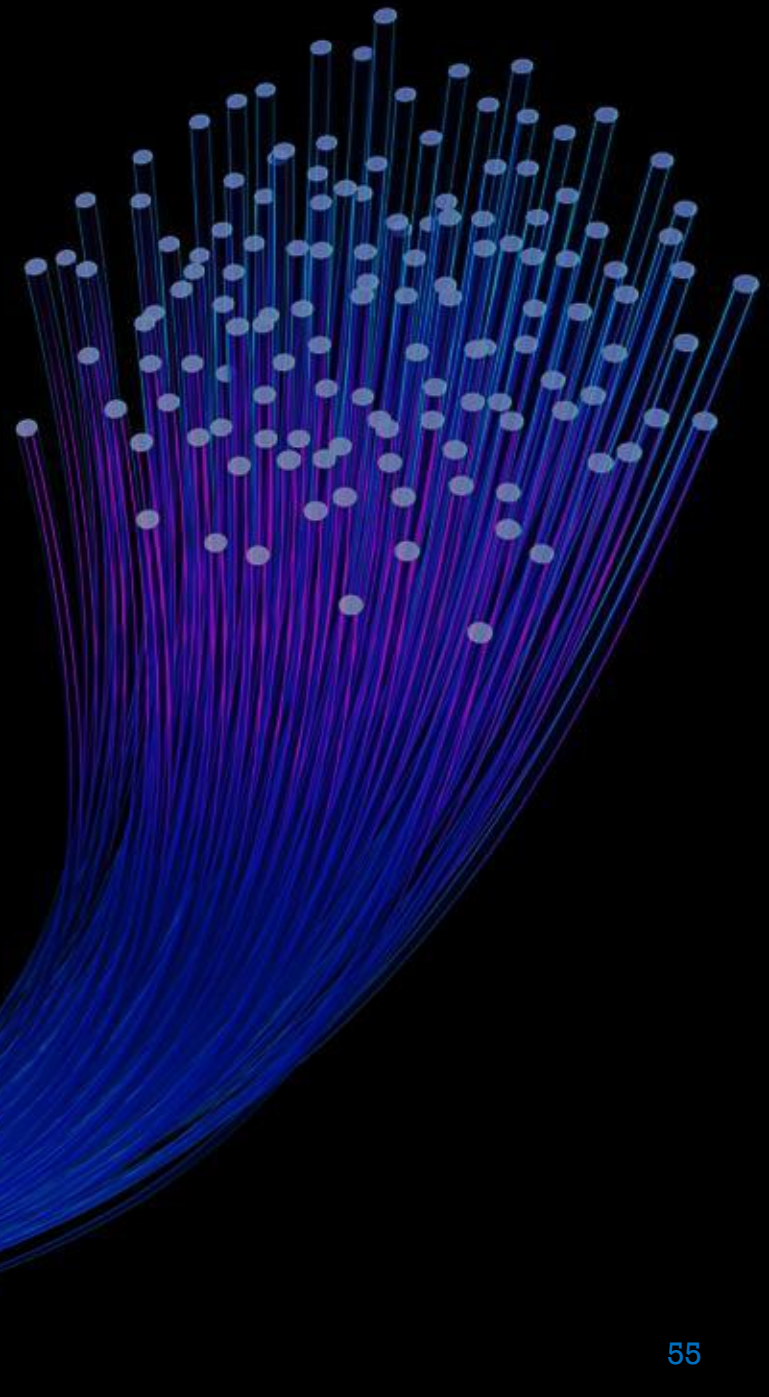
Views per day
20
16
12

LINCS
Library Information and Communication System

#AdultEd

54

Twitter



What is Twitter?



- Microblogging; 140 characters maximum
- <http://twitter.com/>
- Hashtag #AdultEd
- Unlike most social media, just because I “follow” you, you don’t have to “follow” me


Why Use Twitter



- Meta-Cognition
- Accessible from many places
- “Snackable” education
- Follow people you can learn from

Twitter.com

[Home](#) [@ Connect](#) [# Discover](#) [Get followers](#)  


**Literacy Assist. Ctr**
View my profile page

1,896
TWEETS

429
FOLLOWING

648
FOLLOWERS

New York trends - [Change](#)

[#ForSmallBiz](#)  Promoted

[#UsedTo](#)

[#Hoeski](#)

[#BIRTHDAYCAKEREMIX](#)

[D.Will](#)

[Deron Williams](#)

[Hell In A Cell](#)

[Ron Simmons](#)


[Kris Humphries](#)


[Evelyn](#)


twitter


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[Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#)
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)


Tweets


**Huffington Post** @HuffingtonPost 1m
Greece to receive \$170 billion bailout huff.to/xy9WZY


**MakeUseOf** @MakeUseOf 2m
Quitomzilla: An Add-On To Assist You In Quitting Smoking [Firefox] muo.fm/z1bElf

**Pete Cashmore** @mashable 14m
Virtual Wish List 'All I Really Want' Brings Back the Joy of Giving - on.mash.to/AINEHR

**The Next Web** @TheNextWeb 20m
Google fires back at Microsoft on tracking: Internet Explorer is "widely non-operational" tnw.to/1DP5E by @jonrussell on @TNWgoogle

**StatSilk** @StatPlanet 22m
World Map of Top 10 Languages - Distribution by Country invent.ge/wGMg4c #language #infographic

**Richard Byrne** @rmbyrne 22m
Blog on the go with Posterous for Android ow.ly/9bgRj

**LYJ: Love Your Job** @lyjnow 25m
Hustlin': How I Became My Own Mentor in a Freelance Economy bit.ly/zyuwlfi from the fab @seaturtles

What Can You Say in 140 Characters?



Maureen Evans @cookbook

15 Feb 11

Rhubarb Upside Down Cupcakes: Beat $\frac{1}{2}$ c sug&mltdbuttr/2egg/c yogurt,+2c flr/2t bkgpdr/t salt. Buttr12cup; +T sug/2T rhubarb,batter e. 25m@350°F.



Debra Hargrove @flatechgirl

3h

RT @FloridaLiteracy: This is the President's Budget for Adult Education! #adulted ow.ly/d/vga #careerpathways



Larry Ferlazzo @Larryferlazzo

1m

Just updated "The Best Sites To Learn "Feelings" Words"
bit.ly/dCle4M

@cookbook

Rhubarb Upside Down Cupcakes: Beat $1\frac{1}{2}$ c
sug & mlt butter / 2 egg / c yogurt, + 2 c flr / 2 t
bkgg pdr / t salt. Buttr 1 2 cup; + T sug / 2 T
rhubarb, batter e. 25 m @ 350°F

Retweeting

- RT @Username



Debra Hargrove @flatechgirl

3h

RT @FloridaLiteracy: This is the President's Budget for Adult Education! #adulted ow.ly/d/vga #careerpathways

HashTags

- #DigLit
- #AdultEd
- #GED2014
- # GED



Debra Hargrove @fltechgirl

3h

RT @FloridaLiteracy: This is the President's Budget for Adult Education! #adulted ow.ly/d/vga #careerpathways

Hashtags vs Mentions

- Hashtags have # in front of them (no spaces allowed)
- Hashtags are like signposts to content
- Mentions start with @ followed by a person or organization's twitter name (no spaces allowed)
- Mentions help connect people who tweet (tweeple?)
- Mentions are like sign posts to other people who tweet

Hashtags are Ephemeral

- Hashtags lose their value if they are not used often.
- If using a hashtag for a short term event it's a good idea to archive the content so it can be found later
- Two tools
 - <http://www.tweetarchivist.com>
 - <http://paper.li/LACNYCnell/1320940472>

Anatomy of a Good Tweet



educationweek Education Week

Where do **#GOP** presidential candidates stand on **#edpolicy**? We take a look at each of the major players: **bit.ly/zbuOMq** **#edpolitics**

3 hours ago

Shortened URLs



Steve Wheeler @timbuckteeth

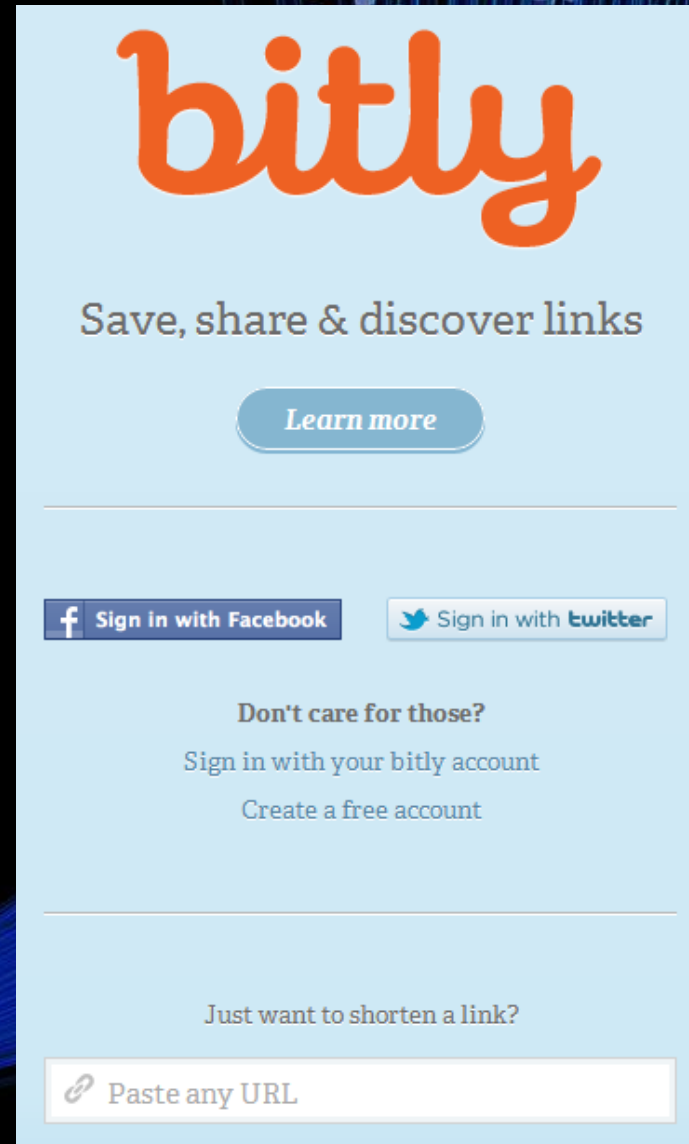
"@web20classroom: Preparing For An iPad Implementation:
bit.ly/eFjhpX"

- <http://ipadeducators.ning.com/profiles/blogs/preparing-your-school-for-an-ipad-implementation> (73 characters)
- [Bit.ly/3FjhpX](http://bit.ly/3FjhpX) (13 characters)

Shortening Links for Your Tweets

You can use BitLy
to shorten URL's
without creating
an account.

<https://bitly.com/>

A screenshot of the Bitly website interface. At the top, the Bitly logo is displayed in orange. Below it, the text "Save, share & discover links" is shown. A blue button with the text "Learn more" is positioned below the text. Further down, there are two buttons for social media sign-in: "Sign in with Facebook" and "Sign in with twitter". Below these, the text "Don't care for those?" is followed by "Sign in with your bitly account" and "Create a free account". At the bottom, the text "Just want to shorten a link?" is followed by a text input field with a link icon and the placeholder text "Paste any URL".

bitly

Save, share & discover links

[Learn more](#)

[f Sign in with Facebook](#) [Sign in with twitter](#)

Don't care for those?

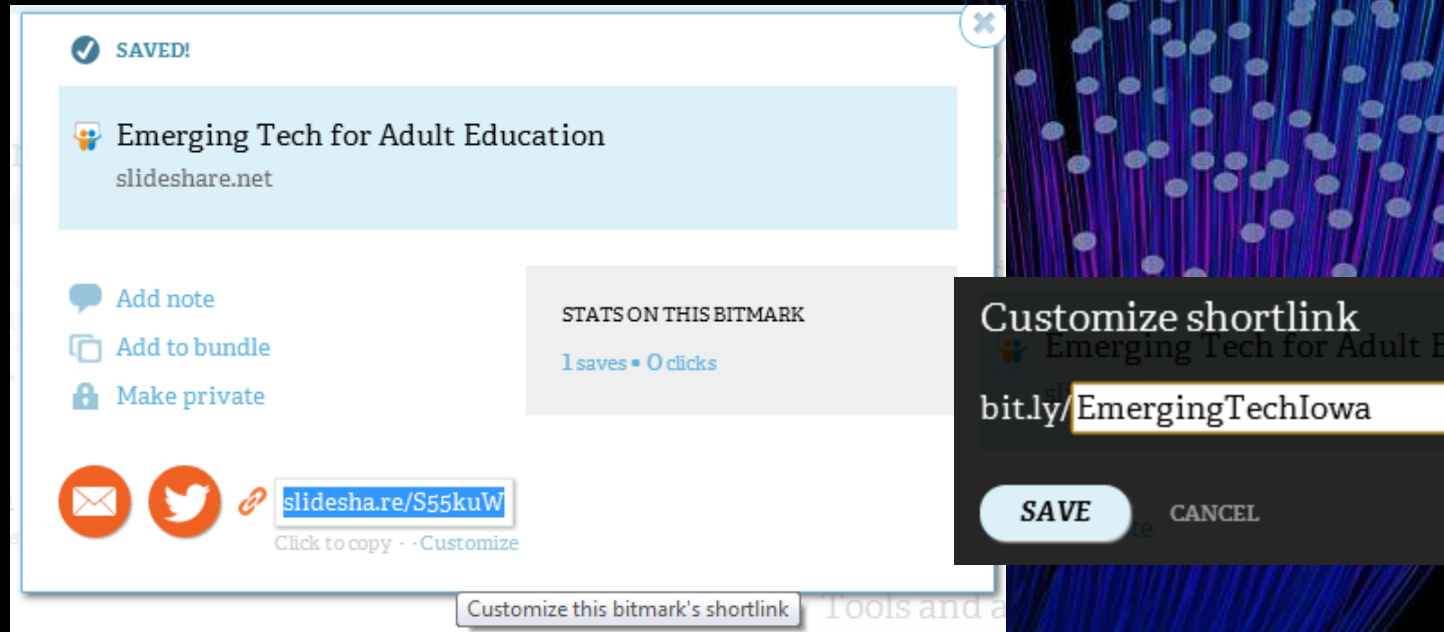
[Sign in with your bitly account](#)

[Create a free account](#)

Just want to shorten a link?

[Paste any URL](#)

Customizing Your Shortened URL



But if you create an account on BitLy.com, you can customize your shortened URLs

Go from <http://slidesha.re/S55kuW> to <http://bit.ly/EmergingTechIowa>

Analytics

109

State seeks own equivalency test - Times Union

<http://www.timesunion.com/local/article/State-seeks-own-equivalency-test-3854766.php>

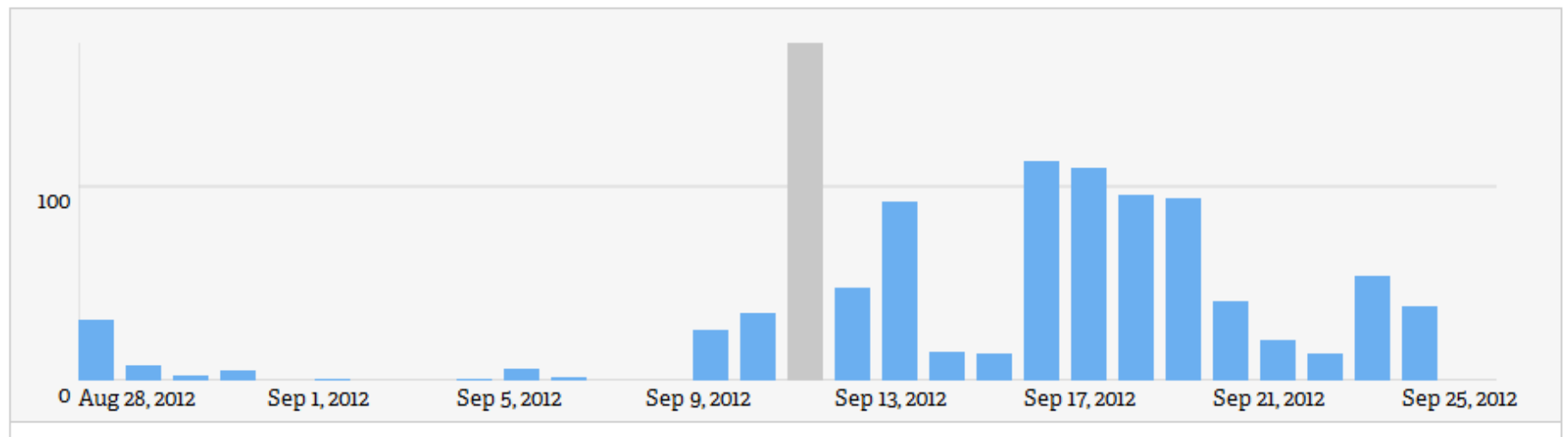
<http://bit.ly/OpXnEV+>

With an account you can also track how many times the URL you created has been clicked.

1,042 clicks on your bitly links since Aug 28, 2012

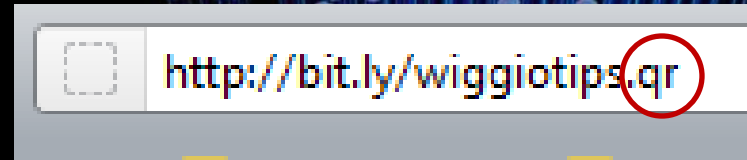
Clicks

Past 30 Days



QR Code

And with or without an account you can make any of the shortened URLs into a QR Code by adding **.qr** at the end



Search Twitter

- Search on <http://Twitter.com> for people, keywords or hashtags
- Search on <http://Search.Twitter.com> for keywords or hashtags **even if you don't have a Twitter account**
- Track hashtags and tweet from <http://tweetchat.com/>

Finding People to Follow













- In Twitter.com search hashtags and words #AdultEd
- See who experts follow
- Look for Twitter links on websites you like

Sending and Receiving Tweets





- Twitter.com
- Texts via your cell phone
- Applications on computers & smart phones
 - Tweetdeck
 - HootSuite
 - Seesmic

TweetDeck


 TweetDeck v0.37.5   


From:      

What's happening? DRAG MEDIA AND LINKS HERE


All Friends

nelightful 




People, please! Martina should be leading, not following! And wearing a tux, not fishnet! #DWTS

• mthacher, [+] Mon 26 Mar 23:49 via Twitter for iPad




@brooklynvegan was at both shows & I agree - tonight was a little more special

• bananarams, (RT by brooklynvegan), [+] Mon 26 Mar 23:36



The Music Hall show was good, but that Bowery show was truly great. Almost the same hour set, but Fiona Apple was in top form tonight.


• brooklynvegan, [+] Mon 26 Mar 23:13 via Twitter for Wir




EWR Departure flight delays due to VOL:Multi-taxi, averaging 16 minutes to 30 minutes, Increasing. #ewr #travel #flight (235)

• FltAdvisor, [+] Mon 26 Mar 23:05 via FltAdvisor


Mentions

nelightful 




Thx for last week's MTs & RTs! @BledConference @SRLDP1 @terloraine @GEDTesting @TABetest @ipathways @RMVOC @nelightful @barrybakin

• NCLAdvocacy, [+] Sun 18 Mar 09:41 via TweetDeck




RT @nelightful: @NCLAdvocacy Go new tweeple! Nice to have you here. #adulded

• NCLAdvocacy, [+] Fri 16 Mar 12:52 via TweetDeck



@nelightful <http://t.co/FRUbXlu7>


• bressmanbypuqb6, [+] Sun 04 Mar 21:06 via web in reply to




@nelightful what are you talking about?

• jrlyons, [+] Fri 02 Mar 20:44 via txt


Search: #coabe12






RT @jataylor10: Official COABE/VAACE Conference Hashtag is #COABE12. Please pass it on. Starting archive: <http://t.co/hqLcKd7> @COABENews

• MPAEA, [+] Mon 26 Mar 17:13 via TweetDeck




RT @AEChat: Thanks for all the recent follows! We are working to get #AEChat up and running before #COABE12. We need your input - watch for polls.

• MichelleMCarson, [+] Mon 26 Mar 16:45 via web



RT @NCLAdvocacy: RT @jataylor10: Official COABE/VAACE Conference Hashtag is #COABE12. Pass it on. Starting archive: <http://t.co/qOpCKJX6> @COABENews

• abevis, [+] Mon 26 Mar 13:18 via TweetDeck



RT @NCLAdvocacy: RT @jataylor10: Official COABE/VAACE Conference Hashtag is #COABE12. Pass it on. Starting archive: <http://t.co/qOpCKJX6> @COABENews

• AdultEdMadison, [+] Mon 26 Mar 13:18 via TweetDeck

Library Information and Communication System

74

Before You Join Twitter

- Come up with possible Twitter names
 - Have options incase your first choice is taken
 - Shorter is better
- Develop a list of five people/places to follow
- Have a picture to upload as your avatar

Once you Join

- Follow at least five people
 - @theLACNYC, @LACNYCNeel, @NCLAdvocacy for example
 - Search for people using #AdultEd
 - Search for your favorite hobby, writer, singer, actor, comic, political figure, tv show, magazine, organization
- Retweet one tweet and create one of your own tweets. Remember to use hashtags

What to Do in the Next Few Weeks

- Spend 15 minutes on Twitter every morning (or some other time)
 - reading Tweets
 - retweeting
 - following new people
- Try TweetDeck or receiving tweets as sms text messages on your cellphone

Examples

Comedy

- <https://twitter.com/PlioceneBloke>
- <https://twitter.com/DothTheDoth>
- <https://twitter.com/FakeMTA>

Useful Tips

- <https://twitter.com/nycgov>
- <https://twitter.com/MTAInsider>
- <https://twitter.com/NY1noticias>

Facebook

What is Facebook?

- Originally a form of online yearbook
- Now a social media platform for sharing information

Why Use Facebook?

- Public or Private platform
- Share information about your program, about your students, about yourself
- <http://www.facebook.com/education>
- Teach people how to use it for Good

Facebook

Tools

- Pages
- Groups
- Events
- Causes
- Notes
- Photos
- “Like”
- Many other Apps

Security and Privacy

- Don't do on facebook what you wouldn't do in “real life”
- Unfriend as you need
- Set up groups to control who sees what
- Review privacy settings frequently

Facebook Profile

- <http://www.facebook.com>

Nell Eckersley ✓ Friends Message

Worked at Literacy Assistance Center (Program Operat...)
Studied Public Administration at Columbia University
Lives in Brooklyn, New York
From Lincoln, Nebraska

About Friends 111 Photos 7 Map 3 Likes 69

Post **Photo**

Write something...

Nell Eckersley
10 hours ago via Twitter

Adult Education and Technology is out! <http://t.co/QiBUN6M7>
Top stories today via @slhman @educ8ter @otan

Friends
31 Mutual Friends See All

Bruce Carmel Beth Ponder Marian Thacher Kate Rajala Tornese
Shannon Allen Shannon Allen Marilyn J. Rymisiak Tom Patterson

Sponsored Create an advert

U of San Fran Online MPA
onlinempa.usfca.edu
Continue your Public Admin education. 100% Online Master's from a NASPAA accredit. program!

Reliable Small Biz VoIP
Get Unlimited Calling, Personalized Greeting, Integrated CRM & Free Phones if You Switch

226 people like RingByName.

Home Owning Perfection
Choose a New York ENERGY STAR® certified home to buy or build. Get the brochure today!

Now
August
2012
2011
2010
2009
Born

Facebook Page

facebook   Search for people, places and things

You are posting, commenting and liking as Neil Eckersley — Change to Literacy Assistance Center

Literacy Assistance Center Timeline Now Admin Panel

 <http://lacnyc.org>

Literacy Assistance Center
462 likes · 49 talking about this · 27 were here

Education
The Literacy Assistance Center is a nonprofit organization dedicated to supporting and promoting the expansion of quality literacy services in New York.

About Photos Donate Events Likes

22 Friends
Connected to Literacy Assistance Center

22 friends like this.

+13

1 friend was here.

Literacy Assistance Center shared a link.
9 hours ago

Check out this great video from the American Institutes for Research that highlights the importance and impact of excellent Adult Education curriculum.


The Adult Learner Story

See Your Ad Here

Literacy Assistance Center
Check out this great video from the American Institutes for Research that highlights the i...

Facebook Group

 **Groups**

**Facebook in Adult Education**
Open group
2 members

**Education...Means Future**
Open group
2,983 members

[+1 Join Group](#)

**EDUCATION, ENTERTAINMENT, JOKES, POLITICS AND ALL THE LATEST NEWS**
Open group
2,765 members

[+1 Join Group](#)

**Education**
Closed group
16,365 members

[+1 Join Group](#)

**Education Opportunities for Belarusians**
Closed group
3,597 members

[+1 Join Group](#)

**Education Point (Creator Jayy Prince)**
Open group

[+1 Join Group](#)

Facebook

- Groups
 - Classes
 - Small group projects
- Pages
 - Organization
 - Agency

Feature	Facebook Groups	Facebook Pages	LinkedIn Groups
Audience	For small groups wishing to collaborate and discuss any topic or issue.	A social marketing presence for an organization, business, brand, product, public figure, or cause	Professionals seeking to network and discuss any topic or issue.
Visibility	Open: Anyone can see the group, who's in it, and what members post. Closed: Anyone can see the group and who's in it. Only members see posts. Secret: Only members see the group, who's in it, and what members post.	Visible to everyone; only "Likers" can post on Page's Wall.	Contributions can be member-only or open to all LinkedIn members
Roles	Admins and members	Admins and Likers/Fans	Managers, moderators, and members
Admission	Admin configurable: Default: Members can add Friends. Non-member can request to join an open or closed group and be confirmed by a group.	Any Facebook user can "like" any Page.	Admin configurable: Auto-Join or Request to Join (moderator must approve). Pre-approval list is possible if people are not already in the group.

Groups and Pages

- <http://basicblogtips.com/facebook-groups-or-pages.html>
- <http://forumone.com/blogs/post/table-facebook-pages-vs-facebook-groups-vs-linkedin-groups>
- <http://www.facebook.com/blog/blog.php?post=324706977130>

Media Literacy & Digital Citizenship

- Center for Media Literacy
- 5 Criteria for Evaluating Web Pages
- Connecting the Digital Dots: Literacy of the 21st Century
- Center for Digital Literacy
- Digital Citizenship: Using Technology Appropriately
- Flickr Creative Commons

Questions?

Next Steps

Homework

- Introduce yourself on the Wiggio
- Share your blog link on the Wiggio
- Share your twitter handle on the Wiggio
- If you haven't already, read Emerging Technologies in Adult Literacy and Language Education

Contact Information

Subject Matter Expert, LINCS Community Technology and Learning Group: <https://community.lincs.ed.gov>

Email: nelle@lacnyc.org

Twitter: <http://twitter.com/LACNYCnell>

Facebook: <http://www.facebook.com/nell.eckersley>

Blog: <http://nelightful.wordpress.com/>

Delicious: <http://www.delicious.com/nelleckersley>

